



WXYZ

ORDER

Print Date 09/14/12

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Flight Dates **10/23/12-10/29/12**

Contract / Revision **310839 /**

Original Date / Revision
09/12/12 09/13/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product
CARE for Michigan

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1287**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	21	\$42,330.00	\$49,800.00	0.00	10/01/12	10/28/12	21	\$42,330.00	\$49,800.00
November 2012	5	\$22,185.00	\$26,100.00	0.00	10/29/12	10/29/12	5	\$22,185.00	\$26,100.00
Totals	26	\$64,515.00	\$75,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/23/12	10/29/12	5am News M-F 5am News M-F	CM	5-6am M-F	11-1---	:30	3	\$700.00	FX	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11-1---	3		\$700.00		0.00						
N 2	WXYZ	10/24/12	10/26/12	6am News M-F Action News 6am	CM	6-7am M-F	--1-1--	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	--1-1--	2		\$1,500.00		0.00						
N 3	WXYZ	10/23/12	10/29/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00



WXYZ

Print Date: 09/14/12

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Contract / Revision **310839** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/13/12

Order Sep 00:20:00

Advertiser **CARE for Michigan** Product **CARE for Michigan**

Estimate # **1287**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/23/12	10/29/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11111--	5		\$1,600.00		0.00						
N 4	WXYZ	10/23/12	10/29/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11111--	5		\$1,800.00		0.00						
N 5	WXYZ	10/29/12	10/29/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M-----	1		\$20,000.00		0.00						
N 6	WXYZ	10/24/12	10/26/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	--1-1--	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	--1-1--	2		\$4,000.00		0.00						
N 7	WXYZ	10/23/12	10/29/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M11	-1---	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11-1---	3		\$2,000.00		0.00						
N 8	WXYZ	10/25/12	10/25/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	---T---	1		\$4,000.00		0.00						
N 9	WXYZ	10/26/12	10/26/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	----F--	1		\$5,000.00		0.00						
N 10	WXYZ	10/27/12	10/27/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-----S-	1		\$900.00		0.00						
N 11	WXYZ	10/28/12	10/28/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-----S	1		\$900.00		0.00						
N 12	WXYZ	10/28/12	10/28/12	Sunday Prime B Sunday Prime B	CM	8-9pm Sunday	-----S	:30	1	\$9,000.00	FX	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-----S	1		\$9,000.00		0.00						
Totals														26	\$75,900.00